

## DATA MINING RECOMMENDATION WEB BEANS

### ABSTRACT

A method, system, and computer program product for providing data mining functionality into Web page design that provides improved ease of design

5 without the need for extensive custom programming. The method comprises the steps of: transmitting to a browser operated by a user a Web page for display to the user, the Web page including a control for activating a data mining function, launching a servlet in response to an indication that the control has been activated, transmitting a request for data mining processing from the servlet to a

10 data mining engine, receiving a result of the data mining processing from the data mining engine, and transmitting the result to the browser. The servlet may be a reusable software component. The servlet may be a JavaBean. The JavaBean may comprise a call to a Java Application Program Interface.

Activation of the control may activate a Hypertext Markup Language tag. The

15 result of the data mining processing may comprise hypertext markup language code generated by the data mining engine. The method may further comprise the step of generating Hypertext Markup Language code based on the received result of the data mining processing.